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PATENT

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Date: 5 January 2001

By: Vladimir Skliba

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of John Albert Kembel, et al.

Serial No.: 09/558,924

Examiner: Not assigned

Filed: April 26, 2000

Art Unit: 2751

For: APPARATUS AND METHOD FOR TRACING THE DISTRIBUTION OF DIVERSELY SOURCED INTERNET CONTENT

Commissioner for Patents
Washington, D.C. 20231

POWER OF ATTORNEY BY ASSIGNEE AND EXCLUSION OF INVENTORS UNDER 37 CFR 1.36 AND 3.71

The undersigned assignee of the entire interest in the application for the Letters Patent identified above hereby appoints:

Alexandra J. Baran	39,101	David J. O'Neill	42,953
James P. Brogan	35,833	Jeffrey A. Pade	42,970
Jay P. Chawla	44,073	Frank V. Pietrantonio	32,289
Nathan K. Cummings	46,093	Marya A. Postner	42,085
Shelley P. Eberle	31,411	Michelle S. Rhyu	41,268
Thomas L. Ewing	34,328	Bryan D. Richardson	43,043
Karen E. Flick	44,111	Howard R. Richman	41,451
William S. Galliani	33,885	Traci H. Ropp	44,307
Willis E. Higgins	23,025	Randy V. Sabett	43,074
William G. Hughes, Jr.	46,112	Gurjeev K. Sachdeva	37,434
Christopher R. Hutter	41,087	Allan M. Soobert	36,284
Madison C. Jellins	35,555	Wayne O. Stacy	45,125

Duane S. Kobayashi	41,122	C. Scott Talbot	34,262
Brian M. Koide	41,123	Rick A. Toering	43,195
Marcella Lillis	36,583	Brenda J. Wallach	45,193
Thomas W. Lynch	42,820	Noel B. Whitley	42,225
Erik B. Milch	42,887	Michael A. Wrenn	42,237
Tom M. Moran	26,314	Alan A. Wright	40,428
Richard L. Neeley	30,092	Kevin J. Zimmer	36,977

all of the firm of Cooley Godward LLP, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith. This appointment shall be to the exclusion of the above-identified inventor(s) and any attorney(s) appointed by such inventor(s), in accordance with the provisions of 37 C.F.R. 1.36 and 3.71.

Assignee's rights are evidenced by an assignment

☒ a copy of which is enclosed herewith.

☐ previously recorded on at reel , frame(s) .

Please direct all telephone calls and correspondence to:

Cooley Godward LLP
Attention: Patent Group
Five Palo Alto Square
3000 El Camino Real
Palo Alto, CA 94306-2155
Telephone: (650) 843-5000
Facsimile: (650) 857-0663

Assignee: **DODOTS, INC.**

Signature:  _____

Name: John Kembel

Title: CTO & Founder

Address: ~~830 Stewart Drive, Sunnyvale, California 94086~~
501 Ellis St., Mountain View, CA 94043 RR

Date: 01-03-01

#4

COPY

ASSIGNMENT

WHEREAS WE, JOHN ALBERT KEMBEL of Palo Alto, California; GEORGE ANDREW KEMBEL of Menlo Park, California; ANTHONY P. MEDRANO of Mountain View, California; DANIEL S. KIM of Palo Alto, California; JOHN RUSSELL of Palo Alto, California; JAKE WOBBROCK of Palo Alto, California; GEOFFREY S. KEMBEL of Menlo Park California; JEREMY L. KEMBEL of Palo Alto, California; LYNN D. GABBAY of Sunnyvale, California; SCOT J. MALLOY of Portola Valley, California; JOSEPH A. BELLA of San Francisco, California; SRIDHAR T. DEVULKAR of San Jose, California; and MARK WALLIN of Mountain View, California have invented certain new and useful improvements in an **Apparatus and Method for Tracing the Distribution of Diversely Sourced Internet Content**, for which invention we have executed an application for Letters Patent of the United States and which application may be identified in the United States Patent and Trademark Office as Serial No. 09/558,923, filed April 26, 2000; and

Whereas, **DODOTS, INC.**, a corporation of the State of **Delaware**, having its principal place of business at ~~830 Stewart Drive, Sunnyvale, CA 94086~~, (hereinafter referred to as assignee) is desirous of acquiring the entire right, title, and interest in and to said invention, said application and the Letters Patent to be obtained therefore;

501 Ellis St.
RR

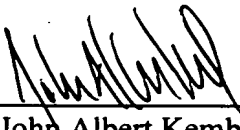

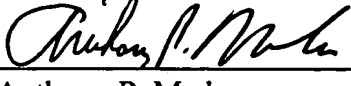
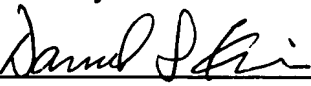



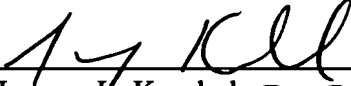
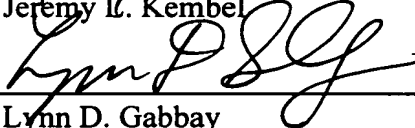
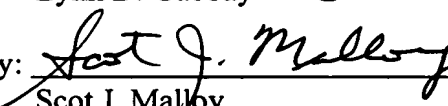

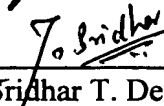

Mountain
View, CA

Now, therefore, for and in consideration of One Dollar and other good and valuable considerations, to us in hand paid, the receipt and sufficiency whereof are hereby acknowledged, we have sold assigned, and set over and by these presents do hereby sell, assign, and set over unto said assignee and said assignee's legal representatives, successors and assigns, the entire right, title, and interest in and to said invention, said application, and the Letters Patent, both foreign and domestic, that may or shall issue thereon; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to the above-mentioned assignee agreeably with the terms of this assignment.

We hereby authorize the above-mentioned assignee or its legal representative to insert in this instrument the filing date and serial number of our said application or any other information that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Upon said consideration, we convey to said assignee the right to make application in its own behalf for protection of said invention in countries foreign to the United States and where expedient to claim under the International Convention or other international arrangement for any such application the date of said United States application (or other application if any there be) in priority to other applications; and we do hereby covenant and agree with the said assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will at any time upon request, without further or additional consideration, but at the expense of the said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional renewal, reissued or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or chose in action accruing as a result of such application or patents, by giving testimony in any proceedings or transactions involving such

applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of both parties.

Date: <u>9/11/00</u>	By: <u></u> John Albert Kembel
Date: <u>9/11/00</u>	By: <u></u> George Andrew Kembel
Date: <u>9/8/2000</u>	By: <u></u> Anthony P. Medrano
Date: <u>9/8/2000</u>	By: <u></u> Daniel S. Kim
Date: <u>9/8/2000</u>	By: <u></u> John Russell
Date: <u>9/8/2000</u>	By: <u></u> Jake Wobbrock
Date: <u>9/8/2000</u>	By: <u></u> Geoffrey S. Kembel
Date: <u>9/8/2000</u>	By: <u></u> Jeremy L. Kembel
Date: <u>9/8/2000</u>	By: <u></u> Lynn D. Gabbay
Date: <u>9/8/2000</u>	By: <u></u> Scot J. Malloy
Date: <u>9/20/2000</u>	By: <u></u> Joseph A. Bella
Date: <u>1/4/2001</u>	By: <u></u> Sridhar T. Devulkar
Date: <u>1/4/2001</u>	By: <u></u> Mark Wallin